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ABSTRACT

The glossary is one of twenty in various subject areas of vocational education designed to assist the student in vocabulary mastery for particular vocational education courses. They are part of the Vocational Reading Power Project, Title III, E.S.E.A. This glossary is for a course in advertising. It is divided into two parts: one provides the student with two definitions for each term listed; the second part lists the same words with space for the student's definition. It is intended that upon completion of the course, mutually agreeable definitions for each term will be arrived at by the instructor and the students. These definitions will be made available to future students taking the course. (AG)

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# ADVERTISING
# Glossary of Key Words

## Vocational Reading Power
## E.S.E.A. Title III

CE000873

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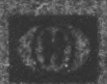

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## To The Student

This Glossary of Key Words was prepared to help you in your course. The words that follow were judged by your instructor to be the most important for you to understand.

## Directions

The Glossary is divided into two parts. The first part lists the key words at the left side of the page. Across from the key words are two definitions for that word. The "A" definition is more difficult and specific. The "B" definition is easier and more general. During a learning activity, you are to use both definitions to help you understand. After the learning activity, you are to write your definition of the word as you understand it.

The second part just lists words. There is space for you to write your understanding of those words. Also, at the end of the booklet are blank lines. Here, you and your instructor will list and define the words which were left out.

At the end of the course, your definitions and the instructor's definitions will be joined together. These will be printed and given to the students who come after you have graduated. It is hoped that, with your help, the future students of vocational education will be greatly benefited.

a) PRIMARY
b) SECONDARY

| | |
|---|---|
| ACROSS THE BOARD | a) A radio or television program scheduled for broadcast in the same time period, five times (Monday through Friday) or seven times a week.<br>b) Same or program scheduled for broadcast in the same time period. |
| ADJACENCY | a) State of being adjacent.<br>b) Programs preceding and following a given program or time period. |
| AGATE LINE | a) Standard unit of measurement for advertising space in newspapers; one column wide and 1/14 inch deep.<br>b) There are 14 agate lines to an inch. |
| ADVERTISE | a) To give information to the public by publication in periodicals, by printed media, by broadcasting, etc.<br>b) Display information in a medium regarding your product, service or idea. |
| ADVERTISING | a) Any paid form of nonpersonal presentation and promotion of ideas, goods, and services by an identified sponsor.<br>b) Promoting a product, service or idea via a medium. |
| ADVERTISING AGENCY | a) A professional organization rendering advertising service to clients.<br>b) Same |
| ADVERTISEMENT | a) A printed announcement as of goods for sale, in a newspaper, magazine, etc.<br>b) Same |
| AFFILIATE | a) To bring into association or close connection.<br>b) An independent broadcast station in contractual agreement with a network. |
| ALTERNATE SPONSORSHIP | a) When two advertisers share a single program, with one advertiser dominant one week; the other the following.<br>b) Two advertisers sharing the sponsorship of a program. |

ACROSS THE BOARD

ADJACENCY

AGATE LINE

ADVERTISE

ADVERTISING

ADVERTISING AGENCY

ADVERTISEMENT

AFFILIATE

ALTERNATE SPONSORSHIP

a) PRIMARY
b) SECONDARY

| | |
|---|---|
| ANIMATE | a) To move to action.<br>b) Same. |
| ANIMATION | a) Act of animating.<br>b) To move to action in reference to cartoons or objects. |
| ANNOUNCER | a) Introduces and describes program features.<br>b) One who announces. |
| ANNOUNCEMENT | a) Public or formal notice announcing something.<br>b) An advertisement message between programs. |
| APPEAL | a) The motive to which an advertisement is directed.<br>b) A call for aid, support, mercy, etc., an earnest request or entreaty. |
| AUDIENCE | a) Person who has an opportunity to listen to, view or read an advertising message.<br>b) An assembly of hearers or spectators. |
| AUDIENCE COMPOSITION | a) The number and kinds of people classified by their ages, sex, income, and the like, listening to a radio or television program.<br>b) Total classification of those listening to a radio or television program. |
| AUDIO | a) A word element meaning "hear," of or for hearing.<br>b) The sound portion of television. |
| BACK-TO-BACK | a) Describes the situation in which two commercials directly follow each other.<br>b) Same. |
| BALANCE | a) State of equilibrium or equipoise, equal distribution of weight.<br>b) Rest or repose. |
| BILLBOARD | a) A board on which notices or advertisements are posted.<br>b) Outdoor sign.<br>Television presentation of the name and sponsor of a program. |
| BODY TYPE | a) The type commonly used for reading matter (body copy), as distinguished from display type used in the headlines of ads.<br>b) That which is used for the copy in an ad. |

ANIMATE

ANIMATION

ANNOUNCER

ANNOUNCEMENT

APPEAL

AUDIENCE

AUDIENCE COMPOSITION

AUDIO

BACK-TO-BACK

BALANCE

BILLBOARD

BODY TYPE

a) PRIMARY
b) SECONDARY

BOND PAPER
a) The writing paper most frequently used in business correspondence. The weight in most extensive use is 20 lb.
b) Strong typing paper.

BRAND NAME
a) The spoken trademark or a part of a trademark, in contrast to the pictorial mark.
b) A trademark word.

BROCHURE
a) A pamphlet.
b) A fancy booklet advertising a product, service or idea.

CALL LETTERS
a) The combination of letters assigned by the Federal Communications Commission to a broadcasting station, which serves as its official designation and establishes its identity.
b) Letter combination in reference to a particular broadcasting station.

CARTOON
a) A sketch or drawing as in a newspaper or periodical, symbolizing or caricaturing some subject or person of current interest.
b) Sketch or drawing conveying an idea.

CASTING OFF
a) Estimating the amount of space a piece of copy will occupy when set in type of a given size.
b) Estimate space occupied by copy.
Estimating copy space.

CENTER SPREAD
a) The space occupied by an advertisement on the two facing center pages of a publication.
b) Two facing center pages.

CHAIN
a) A number of similar establishments, as banks, theatres, hotels under one ownership or management.
b) Group of retail outlets under the same ownership.

CHANNEL
a) A frequency band wide enough for one-way communication, the exact width of a channel depending upon the type of transmission involved (as telegraph, telephone, radio, television).
b) Band of wave lengths necessary for broadcast transmission.

BOND PAPER

BRAND NAME

BROCHURE

CALL LETTERS

CARTOON

CASTING OFF

CENTER SPREAD

CHAIN

CHANNEL

a) PRIMARY
b) SECONDARY

CHART

a) A sheet exhibiting information in tabulated or methodical form.
b) Tabulated information.

CHECKING COPY

a) A copy of a publication sent to an advertiser or to his agency so that he may see that his advertisement appeared as specified.
b) Publication sent to an advertiser as "proof" of his ad.

CIRCULATION

a) The distribution of copies of a publication among readers.

1. Print, number of copies sold or distributed.
2. Broadcast, number of set-owning families within range of a station signal.
3. Outdoor, number of people passing an ad who have a reasonable opportunity to see it.

b) The number of viewers, listeners or readers of media.

CLASS MAGAZINES

a) The term loosely used to describe publications that reach select high income readers, in contrast to magazines of larger circulations, generally referred to as mass magazines.
b) Devoted to special interest subjects.

CLIENT

a) Term used by an agency to refer to an advertiser with whom it does business.
b) A customer.

CLOSING DATE

a) The day when all copy and plates must be in the medium's hands if the advertisement is to appear in a given issue.
b) The final arrival date set by a publication for material for an ad.

CLOSURE

a) In direct mail advertising, a sale obtained as a result of a followup on an inquiry.
b) A bringing to an end, conclusion.

COLOR SEPARATION

a) Isolation on separate negatives by the use of color filters of the parts of an illustration to be printed in the given colors.
b) Process of separating the primary colors.

CHART

CHECKING COPY

CIRCULATION

CLASS MAGAZINES

CLIENT

CLOSING DATE

CLOSURE

COLOR SEPARATION

a) PRIMARY
b) SECONDARY

| | |
|---|---|
| COLUMN-INCH | a) A unit of measure in a periodical or newspaper one inch deep and one column wide, whatever the width of the column.<br>b) Publication space measurement one column wide and one inch deep. |
| COMBINATION RATE | a) A special space rate for two papers, such as a morning paper and an evening paper, owned by the same publisher.<br>b) Special rate offered to advertisers who use two papers owned by the same publisher. |
| COMMERCIAL | a) The advertiser's message on television or radio.<br>b) A commercial announcement or program. |
| COMPETITIVE STAGE | a) The advertising stage a product reaches when its general usefulness is recognized, but its individual superiority over similar brands has to be established in order that it shall secure the preference.<br>b) Product is in this stage when the consumer has to decide "which brand to buy." |
| COMPREHENSIVE | a) An advertisement ready for reproduction.<br>b) Finished ad. |
| CONSUMER | a) One who possesses the desire and ability to purchase.<br>b) One who, or that which consumes. |
| CONSUMER ADVERTISING | a) Advertising directed to those people who will personally use the product, in contrast to trade advertising, industrial advertising, etc.<br>b) Same |
| CONSUMER GOODS | a) Products that directly satisfy human wants or desires, such as food and clothing; also products sold to an individual or family for use without further processing.<br>b) Products that directly satisfy human wants or desires. |
| CONSUMER PROFILE | a) A demographic description of the potential customers in the designated market for the advertised product or service.<br>b) Detailed facts on the consumers of a given product (age, sex, location, education, buying habits, etc.). |

COLUMN-INCH

COMBINATION RATE

COMMERCIAL

COMPETITIVE STAGE

COMPREHENSIVE

CONSUMER

CONSUMER ADVERTISING

CONSUMER GOODS

CONSUMER PROFILE

a) PRIMARY
b) SECONDARY

CONTINUITY
a) Advertising a single theme or selling proposition over a long period of time.
b) State or quality of being continuous.

CONTRACT YEAR
a) The period of time, in space contracts, running for one year beginning with the insertion of the first advertisement under that contract.
b) Space contract for one year.

CONTRAST
a) To set in opposition in order to show unlikeness, compare by observing differences.
b) Use of variation of elements to stimulate reader interest.

CONVENIENCE GOODS
a) Those consumer goods that are bought frequently at nearby (convenient) outlets.
b) Basic goods that you purchase at a local store.

COOPERATIVE ADVERTISING
a) Joint promotion of a national advertiser (manufacturer) and local retail outlet in behalf of the manufacturer's product in sale in the retail store.
b) The participation of the manufacturer and the retailer in the cost of an advertisement.

COPY
a) Written, typed, or printed matter, or art work intended to be reproduced in print.
b) The written or spoken advertising message.

COPY PLATFORM
a) The statement of the basic ideas for an advertising campaign, the designation of the importance of the various selling points to be included in it, and instructions regarding policy in handling any elements of the advertisement.
b) The written statement of copy strategy on which all advertisements are based.

COPY WRITER
a) A person who creates the text of advertisements and often the idea to be visualized as well.
b) One who composes the verbal part of an ad.

COPYRIGHT
a) The exclusive right, granted by law for a certain term of years, to make and dispose of copies of, and otherwise to control a literary, musical or artistic work.
b) Legal protection given to an original intellectual effort.

CONTINUITY

CONTRACT YEAR

CONTRAST

CONVEN' .NCE GOODS

COOPERATIVE ADVERTISING

COPY

COPY PLATFORM

COPY WRITER

COPYRIGHT

a) PRIMARY
b) SECONDARY

| | |
|---|---|
| COST PER THOUSAND | a) Used in comparing media cost. Can mean cost per thousand readers, or viewers or prospects. Must be specified. Dollar figure to evaluate the relative cost of media within a selected audience criterion.<br>b) The advertising cost of reading a thousand readers in a particular media. |
| COVERAGE | a) The number of individuals or homes exposed to a medium within a specified time period.<br>b) Audience exposure to a medium. |
| CREATE | a) To bring into being, cause to exist, produce.<br>b) Use of one's inner ability to first cause something to exist. |
| CROPPING | a) Trimming part of an illustration to enable the reproduction to fit into a specific space.<br>b) To cut off the ends or a part of. |
| CUMULATIVE | a) Formed by or resulting from accumulation or the addition of successive additions.<br>b) The net addition. |
| DEALER IMPRINT | a) The name and address of the dealer, printed or pasted on an advertisement of a national advertiser.<br>b) The dealer's name and address in an advertisement which is prepared by the manufacturer. |
| DEALER TIE-IN | a) A national advertiser's promotional program in which the dealer participates (as in contests, sampling, co-op advertisement.)<br>b) A manufacturer's advertisement which includes a listing of local dealers. |
| DELETE | a) To strike out or take out (anything written or printed; cancel or erase.)<br>b) Take out. |
| DEMAND | a) The effect of all marketing factors on consumer purchases.<br>b) The desire to purchase and possess, coupled with the power of purchasing. |
| DEMOGRAPHIC BREAKDOWN | a) Cumulative facts and figures (age, sex, education, number of dependents) concerning a designated market.<br>b) The vital statistics about a group of people or of households. |

COST PER THOUSAND

COVERAGE

CREATE

CROPPING

CUMULATIVE

DEALER IMPRINT

DEALER TIE-IN

DELETE

DEMAND

DEMOGRAPHIC BREAKDOWN

a) PRIMARY
b) SECONDARY

DIAGRAM

a) A figure or set of lines, marks, etc., to accompany a geometrical demonstration, give the outlines or general features of an object, show the course or results of a process, etc.
b) Outline of an object.

DIARY METHOD

a) A reserach technique in which a sample of people or homes record in diaries their listening, viewing, or reading activities within a specific period of time.
b) An individual's written summary of the television programs he watches.

DIORAMA

a) A miniature scene reproduced in three dimensions with the aid of lights, colors, etc.
b) Point of purchase display in color and motion.

DIRECT ADVERTISING

a) Any form of advertising reproduced in quantity by or for the advertiser and issued by him or under his direction directly to definite and specific prospects by means of the mails, salesmen, dealers, etc.
b) Advertising through a medium within an advertiser's control.

DIRECT MAIL ADVERTISING

a) Advertising sent by mail but not within an advertiser's control.
b) Form of advertising sent through the mails.

DIRECTOR

a) The person in charge of the on-the-air production of a radio or television program.
b) One who is in charge.

DISTRIBUTION

a) The outlets through which a manufacturer's product is sold.
b) The places where things of any particular category occur.

DISTRIBUTOR

a) The person or agency responsible for the marketing of a manufacturer's product.
b) One who or that which distributes.

DOUBLE SPREAD

a) In print, two facing pages used for a single, unbroken advertisement.
b) Two facing pages.

DIAGRAM

DIARY METHOD

DIORAMA

DIRECT ADVERTISING

DIRECT MAIL ADVERTISING

DIRECTOR

DISTRIBUTION

DISTRIBUTOR

DOUBLE SPREAD

a) PRIMARY
b) SECONDARY

| | |
|---|---|
| DRAMATIZE | a) To express or represent dramatically.<br>b) To emphasize. |
| DROP-IN | a) In broadcasting, a local commercial inserted in a nationally sponsored network program.<br>b) Same |
| DUMMY | a) In direct mail, a model for a direct mail piece indicating its proposed shape, size, weight and layout.<br>b) In periodical publishing, pages on which proofs or facsimiles of contents are pasted to simulate the proposed issue. |
| DUPLICATE PLATES | a) Photoengravings made from the same negative as an original plate.<br>b) Copies of original plates. |
| ELECTROTYPE | a) A facsimile, for use in printing of a block of type, an engraving, or the like, consisting of a thin shell of metal deposited by electrolytic action in a wax, lead, or plastic mold of the original and backed with lead alloy.<br>b) Duplicate engravings. |
| EM | a) Square of a body of any given type face, the letter being as wide as it is high.<br>b) The square of any size of type. |
| EXTENDED COVERS | a) A cover that is slightly wider and longer than the pages of a paper-bound booklet or catalogue.<br>b) A cover page that extends or hangs over the inside pages. |
| FACE | a) The printing surface of a type.<br>b) Type style. |
| FCC (FEDERAL COMMUNICATIONS COMMISSION) | a) The federal authority empowered to license radio stations and to assign wave lengths to stations "in the public interest."<br>b) Federal agency governing broadcast stations. |
| FLAT RATE | a) An advertising rate not subject to frequency or quantity discounts.<br>b) A uniform charge for space in a medium. |
| FLUSH | a) Even or level with the right or left margins of the type page without an indentation.<br>b) Printed matter set even with the edge of a page. |

DRAMATIZE

DROP-IN

DUMMY

DUPLICATE PLATES

ELECTROTYPE

EM

EXTENDED COVERS

FACE

FCC
(FEDERAL COMMUNICATIONS
COMMISSION)

FLAT RATE

FLUSH

a) PRIMARY
b) SECONDARY

FONT

a) A complete assortment of type of one style and size. An assortment of type of one style and size, containing the 26 letters (caps, small letters, numerals and punctuation marks).
b) Type assortment of one size and style.

FORMAT

a) The general physical appearance of a book, such as the type face, binding, quality of paper, margins, etc.
b) A publication's makeup.

FOUR-COLOR PROCESS

a) The photoengraving process for reproducing color illustrations by a set of plates, one of which prints all the yellows, another the blues, a third the reds, and fourth the blacks.
b) Reproducing color art work which has been reduced to the primary colors by a filtration process.

FREQUENCY

a) Of media exposure, the number of times an individual or household is exposed to a medium within a given period of time. Frequency of an ad is based on its opportunity for exposure to an audience.
b) The repetition of an advertising message to the public.

FRINGE TIME

a) In radio or television, the hour or so directly adjacent to prime time.
b) Time when the normal sized audience is not available.

FULL POSITION

a) A special preferred position of an ad in a newspaper; either the advertisement both follows a column or columns of the news reading matter and is completely flanked by reading matter as well, or the advertisement is at the top of the page and alongside reading matter.
b) Newspaper ad appearing at the top of a column with editorial matter along one side of it or next to it.

FULL SHOWING

a) In an outdoor poster schedule, a 100-intensity showing. In car-cards, one card in each car of a line or of the city, in which space is bought. The actual number of posters or car cards in a 100-intensity showing varies from market to market.
b) Recommended number of outdoor ads or car cards for adequate coverage of an area.

FONT

FORMAT

FOUR-COLOR PROCESS

FREQUENCY

FRINGE TIME

FULL POSITION

FULL SHOWING

a) PRIMARY
b) SECONDARY

GHOSTED VIEW
a) An illustration giving an x-ray view of a subject.
b) Same

GRAVURE
a) Printing process which permits a number of impressions to be made in a single operation at high speed.
b) A process of photomechanical printing.

GUTTER
a) The space composed of the two inside margins of facing printed pages.
b) Advertising space next to the inside margin.

HALFTONE
a) A process in which gradation of tone is obtained by a system of minute dots produced by a screen, placed in the camera a short distance in front of the sensitized plate.
b) A photoengraving that breaks up the reproduction of the subject into dots.

HANDBILL
a) A hand delivered advertisement.
b) Same

HORIZONTAL PUBLICATION
a) In industrial advertising, those publications which reach management men of a certain level in industries as (Fortune).
b) Business publication with editorial content of interest to a variety of businesses.

ILLUSTRATION
a) A comparison or an example intended for explanation or corroboration.
b) Picture.

INDUSTRIAL GOODS
a) Commodities (raw materials, machines, etc.) destined for use in producing other goods.
b) Same

INHERITED AUDIENCE
a) The portion of a radio or television program's audience that listened to the preceding program on the same station.
b) Broadcast audience tuned to the preceding program.

INSERT
a) An advertisement printed by an advertiser and bound into a publication.
b) A separate advertisement placed within the fold of a newspaper.

INSERTION ORDER
a) Instructions from an advertiser authorizing a publisher to print an advertisement of specified size on a given date at an agreed rate.
b) Specifications for an ad sent by the agency to the media.

GHOSTED VIEW

GRAVURE

GUTTER

HALFTONE

HANDBILL

HORIZONTAL PUBLICATION

ILLUSTRATION

INDUSTRIAL GOODS

INHERITED AUDIENCE

INSERT

INSERTION ORDER

a) PRIMARY
b) SECONDARY

INTAGLIO PRINTING

a) Printing from a depressed surface, such as from the copper or steel plates that produces engraved calling cards and announcements.
b) Printing that forms a depressed surface.

INTENSITY

a) Outdoor, strength of combination of poster locations throughout a city in terms of coverage or repetition opportunities.
b) Outdoor, strength of showings.

ISLAND POSITION

a) Position in a publication entirely surrounded by reading matter.
b) Same

JUNIOR UNIT

a) In print, a page size which permits an advertiser to use the same engraving plates for small and large page publications. The advertisement is prepared as a full-page unit in the smaller publication (such as Time) and appears in larger publications (such as Holiday) as a "junior unit."
b) Full page ad in a small-sized publication that appears in a larger-sized publication as a "junior" unit.

LABEL

a) A slip of paper or other material, marked or inscribed, for affixing to something to indicate its nature, ownership, destination, etc.
b) Same

LAYOUT

a) The plan or sketch of a page or advertisement indicating the arrangement of materials.
b) A working drawing showing how an advertisement is to look.

LEADERS

a) A row of dots or short lines to lead the eye across a space.
b) Same

LEADING

a) Pronounced "ledding," the insertion of metal strips between lines of type, causing greater space to appear between lines.
b) Strips that make space between lines of type.

LIFE

a) The term of existence, activity, or effectiveness of something inanimate, such as a machine or a lease.
b) Same

INTAGLIO PRINTING

INTENSITY

ISLAND POSITION

JUNIOR UNIT

LABEL

LAYOUT

LEADERS

LEADING

LIFE

a) PRIMARY
b) SECONDARY

| | |
|---|---|
| LINAGE | a) The total number of lines of space occupied by one advertisement or a series of advertisements.<br>b) Number of lines of written or printed matter covered. |
| LIST BROKER | a) In direct mail advertising, an agent who rents prospect lists, compiled by one advertiser, to another advertiser. He receives a commission for his services.<br>b) An agent who rents prospect lists. |
| LISTENING AREA | a) The geographic area in which a station's transmitting signal can be heard clearly.<br>b) Same. |
| LITHOGRAPHY | a) The art or process of producing a picture, writing, or the like, on a flat, specially prepared stone, with some greasy or oily substance, and of taking ink impressions from this as in ordinary printing.<br>b) Printing Process based on the principle, "oil and water don't mix." |
| LIVE | a) Still in use, or to be used, as type-set-up or copy for printing.<br>b) Same. |
| LOCAL ADVERTISING | a) Newspaper advertising paid for by the local retailer at a local or lower rate than that charged the national advertiser.<br>b) Advertising paid for by the retailer. |
| LOGO | a) Advertiser's trade name or trademark to be used repeatedly in his advertising.<br>b) Same. |
| MAIL ORDER ADVERTISING | a) That method of selling whereby the complete sales transaction is negotiated through advertising and the mails, and without the aid of a salesman.<br>b) Advertisements which solicit a direct order of merchandise or service. |
| MAKE-UP OF A PAGE | a) The general appearance of a page; the arrangement in which the editorial matter and advertising material are to appear.<br>b) Same. |

LINAGE

LIST BROKER

LISTENING AREA

LITHOGRAPHY

LIVE

LOCAL ADVERTISING

LOGO

MAIL ORDER
ADVERTISING

MAKE-UP OF A PAGE

a) PRIMARY
b) SECONDARY

MARKET

a) Generally large group of people with purchasing power and an inclination to spend it on a particular commodity.
b) Demand for a commodity.

MASS MEDIUM

a) One which is not directed toward a specific audience and which is widely accepted by all types of people.
b) Same.

MATTER

a) Type or copy set-up.
b) Same.

MEDIA

a) A plural of medium.
b) Same.

MEDIUM

a) An agency, means, or instrument; newspapers as an advertising medium.
b) Medium that conveys the advertising message.

MERCHANDISE

a) Goods, commodities, especially manufactured goods.
b) Same.

MILLINE RATE

a) A unit for measuring the rate of advertising space in relation to circulation; the cost of having one agate line appear before one million readers.
Calculated:

$$\frac{1{,}000{,}000 \times \text{line rate}}{\text{total circulation}} = \text{milline rate}$$

b) Cost computation which measures the cost per agate line per million circulation.

MONTH PRECEDING

a) First month preceding publication means that the closing date falls on the given day during the month that immediately precedes the publication date of a periodical.
b) If the closing date is "the 5th of the month preceding," the ads for the March issue closed February 5th.

MOTIVE

a) The basic desire which impels an individual to pursue a specific course of action.
b) Something that prompts a person to act in a certain way, an incentive.

MOVEMENT

a) The suggestion of actions as in a painting.
b) Same

MARKET

MASS MEDIUM

MATTER

MEDIA

MEDIUM

MERCHANDISE

MILLINE RATE

MONTH PRECEDING

MOTIVE

MOVEMENT

a) PRIMARY
b) SECONDARY

| | |
|---|---|
| NATIONAL ADVERTISING | a) Advertising appearing in a medium with nationwide circulation.<br>b) Same |
| NET | a) The amount of money paid to medium by an advertising agency excluding the agency commission.<br>b) Exclusive of deductions, as for charges, expenses, loss, sicount, etc. |
| NETWORK: RADIO AND TV | a) A group of transmitting stations linked by wire so that the same program can be broadcast by all.<br>b) A number of stations joined to broadcast programs simultaneously. |
| NEXT TO READING MATTER | a) The position of an advertisement immediately adjacent to editorial or news matter in a publication.<br>b) Advertising Space Position. |
| OFFSET | a) Process in which the impression is transferred from the engraving plate to a rubber blanket and then printed on paper. Based on the principle, "oil and water do not mix."<br>b) Same. |
| OPEN RATE | a) In print, the highest advertising rate on which all discounts are placed.<br>b) Initial rate for newspaper advertisements. |
| OVERRUN | a) The number of pieces of matter printed in excess of the specified quantity.<br>b) To print in excess. |
| PACKAGE | a) That in which anything is packed, as a case, crate, etc.<br>b) A container. |
| PARTICIPATING PROGRAM | a) A television or radio show in which a number of advertisers have their products featured.<br>b) Complete segments of a program are sponsored by different advertisers. |
| PASS-ALONG READERSHIP | a) Readers of a publication who are exposed to a copy in any other way than through direct purchase.<br>b) The number of people who are exposed to an issue of a publication who did not purchase it. |

NATIONAL ADVERTISING

NET

NETWORK: RADIO AND TV

NEXT TO READING MATTER

OFFSET

OPEN RATE

OVERRUN

PACKAGE

PARTICIPATING PROGRAM

PASS-ALONG READERSHIP

a) PRIMARY
b) SECONDARY

PENETRATION

a) The degree of effectiveness of advertising in terms of the impact on the public.
b) Effectiveness.

PERIODICAL

a) A periodical publication (of magazines, etc.) issued at regularly recurring intervals (of more than one day).
b) Magazine that appears at regular intervals.

PHOTOENGRAVING

a) A process of preparing printing plates for letterpress printing. The process of photographic reproduction by which a relief-printing surface is obtained for letterpress printing.
b) Plates made by a photomechanical process.

PHOTOSTAT

a) A special camera for making facsimile copies of maps, drawings, pages of books, etc., which photographs directly as a positive on sensitized paper.
b) A rough photographic reproduction of a subject.

PICA

a) The depth of this type size (one sixth of an inch) as a unit of linear measurement for type.
b) Six picas to an inch.

PIGGYBACK

a) A minute spot by an advertiser for two or more of his products in which each is shown as a separate commercial, not as part of one overall integrated message.
b) One commercial right after another, both sponsored by the same advertiser.

PLATE

a) A sheet of metal for printing, formed by stereotyping or electrotyping a page of type or metal or plastic formed by molding, etching, or photographic development.
b) Sheet engraved with the image of material to be printed.

PLATFORM

a) A plan or set of principles.
b) Same.

POINT OF PURCHASE ADVERTISING

a) Advertising matter of display structure prepared by the manufacturer for use by the retailer.
b) Displays prepared by the manufacturer for use by the retailers.

POSITION

a) An advertisement place on a page and the location of the page in the publication.
b) Advertisement place on a page.

PENETRATION

PERIODICAL

PHOTOENGRAVING

PHOTOSTAT

PICA

PIGGYBACK

PLATE

PLATFORM

POINT OF PURCHASE ADVERTISING

POSITION

a) PRIMARY
b) SECONDARY

| | |
|---|---|
| POSTER | a) An outdoor structure, usually of standardized size, on which sheets of paper bearing the advertisement are mounted.<br>b) Outdoor advertisement. |
| POSTER SHOWING | a) An assortment of outdoor poster panels in different locations sold as a unit. The number of panels in a showing varies from city to city, and is described in terms of a #100 showing, a #50 showing, a #25 showing. This identification has no reference to the number of posters in a showing.<br>b) Outdoor panels sold as a unit. |
| PRE-EMPT | a) The right of a station or network to cancel a national or local advertiser's scheduled program without notice in an emergency to present material of unusual news.<br>b) Desirable position obtained by paying an extra charge. |
| PREMIUM | a) Special item offered in conjunction with the sale of a product to promote its sales.<br>b) A bonus, gift, or sum additional to price, wages, etc. |
| PREPRINT | a) An advance printing, usually of a portion of a book or of an article.<br>b) Same. |
| PRIMARY READERSHIP | a) The number of individuals or homes to which the issue was originally circulated. Or the people to whom the editorial content is specifically directed.<br>b) Readers who purchased a publication by newstand or subscription. |
| PRIME TIME | a) A continuous period of not less than three every hour per broadcast day as designated by the station as reaching peak audiences.<br>b) That period of time in the television and radio medium considered to have the greatest number of listeners or viewers. |
| PRODUCER | a) One who creates value, or produces goods and services (opposed to consumer).<br>b) Same. |

POSTER

POSTER SHOWING

PRE-EMPT

PREMIUM

PREPRINT

PRIMARY READERSHIP

PRIME TIME

PRODUCER

a) PRIMARY
b) SECONDARY

PRODUCT

a) A thing produced by any action or operation, or by labor.
b) Same.

PRODUCTION

a) The conversion of an advertising idea into an advertisement, mainly by the printing process.
b) Creation of value.

PRODUCT PROTECTION

a) In television, an advertiser wants a time lapse between his commercial and that of a competitor.
b) Assurance of a time lapse between competitor's commercials.

PROJECTION

a) The application to an entire market of data (quantitative) derived from a representative sample.
b) Plotting in data to a market to arrive at a forecast.

PROMOTE

a) To further the growth, development, progress, etc.; further encourage.
b) Same.

PROOF

a) A trial impression as of composed type, taken to correct errors and make alterations.
b) Rough copy.

PROPORTION

a) Comparative relation between things or magnitudes as to size, quantity, number, etc.; ratio - a tall house in proportion to its width.
b) Manner of relating one item to another.

PUBLISHER'S STATEMENT

a) The statement of circulation issued by a publisher.
b) Audited circulation of a medium.

QUOTA

a) Set goal for sales or other effort in terms of dollars, sales or a percentage of the total goal.
b) Same.

RATE

a) Amount of a charge or payment with reference to some basis of calculation.
b) Charge for media facilities.

RATE CARD

a) A card giving the space rates of a publication and data on mechanical requirements and closing dates.
b) Printed card from an advertising media which lists their advertising rates and related information.

PRODUCT

PRODUCTION

PRODUCT PROTECTION

PROJECTION

PROMOTE

PROOF

PROPORTION

PUBLISHER'S STATEMENT

QUOTA

RATE

RATE CARD

a) PRIMARY
b) SECONDARY

REACH RANGE

a) Range of effective action, power or capacity.
b) The total audience a medium actually covers.

READERSHIP

a) The number of persons who read a publication. Sometimes accepted as synonymous with the number of persons who see a publication.
b) Total number of people who read a publication.

REAM

a) A standard quantity among paper dealers meaning 500 sheets.
b) 500 sheets of paper.

REBATE

a) Payment by the medium to an advertiser who earns a lower rate by increasing his space or time, committments beyond the stipulations in his contract.
b) A return of part of an original amount paid.

RECOGNIZED AGENCY

a) An advertising agency recognized by the various publishers or broadcasting stations and granted a commission for the space it sells to advertisers. The commission is usually 15 and 2, 15 per cent on the gross with 2 per cent on the net for cash...the 2 per cent going to the advertiser, not to the agency.
b) Acknowledgement by media owners to agencies considered qualified to fulfill services for which they receive commission.

REGISTER

a) A precise adjustment or correspondence as of lines, columns, etc.
b) Same.

REGISTER MARKS

a) Cross lines placed on a copy to appear in the margin of all negatives as a guide to perfect register.
b) Guides to perfect register.

RELEASE

a) To allow to become known, be issued or exhibited as to release an article for publication.
b) Same.

REPETITION

a) Repeated use of an ad or advertising theme to secure repeated impressions on the same people.
b) Same.

RESPONDENT

a) One who responds or makes reply.
b) Same.

REACH RANGE

READERSHIP

REAM

REBATE

RECOGNIZED AGENCY

REGISTER

REGISTER MARKS

RELEASE

REPETITION

RESPONDENT

a) PRIMARY
b) SECONDARY

RETENTIVE STAGE

a) The third stage of a product, reached when its general usefulness is everywhere known, its individual qualities thoroughly appreciated, and when it is satisfied to retain its patronage merely on the strength of its past reputation.
b) When the name of the product is almost a household term (generic).

RETOUCH

a) Process of correcting artwork or photographs.
b) To correct or improve (a negative or print) by the use of a pencil, sharpening knife, etc.

RIDING A SHOWING

a) In outdoor advertisement, the inspection of locations for advertisements before and after they are erected.
b) Checking outdoor advertisement locations.

R.O.P.
(RUN OF PAPER POSITION)

a) Any location in a publication convenient to publisher.
b) Advertisement position anywhere in a newspaper.

ROTATION

a) Regularly recurring succession.
b) Repeating a series of advertisements by beginning again with No. 1 after all have been run.

ROTOGRAVURE

a) A photomechanical process in which pictures, letters, etc. are printed from an engraved copper cylinder, the inkbearing lines, etc., which print being depressed instead of raised as in ordinary metal type.
b) Printing from a depressed surface.

ROUGH

a) The first draft of an illustration executed in crude style, submitted to the advertiser for approval.
b) Crude draft of an illustration.

SALES PROMOTION

a) Sales activities that supplement both personal selling and marketing and advertising, coordinate the three and help to make them effective.
b) The combination of personal selling, advertising, and all supplementary selling activities.

SAMPLE

a) Method of introducing and promoting merchandise by distributing a miniature or full-size trial package of the product free.
b) A small part of anything or one of a number, intended to show the quality, style, etc., of the whole.

RETENTIVE STAGE

RETOUCH

RIDING A SHOWING

R.O.P.
(RUN OF PAPER POSITION)

ROTATION

ROTOGRAVURE

ROUGH

SALES PROMOTION

SAMPLE

a) PRIMARY
b) SECONDARY

| | |
|---|---|
| SATURATION | a) Media pattern of wide coverage and high frequency during a concentrated period of time, designed to achieve maximum impact on coverage.<br>b) To cover completely. |
| SCHEDULE | a) The list of media to be used during an advertising campaign.<br>b) Same |
| SCREEN | a) Finely cross-ruled sheet used in photo mechanical platemaking processes to reproduce the shades of gray present in a continuous tone photograph.<br>b) A transparent plate containing parallel lines, used in the half-tone process. |
| SELF-LIQUIDATING PREMIUM | a) One for which the cost to an advertiser is fully absorbed by the consumer.<br>b) Same. |
| SHARE OF AUDIENCE | a) The number or proportion of all home sets in use that are tuned to a particular program.<br>b) Sets tuned to a particular program. |
| SHELTER PUBLICATION | a) A consumer publication devoted primarily to the development and maintenance of the home.<br>b) Magazine with editorial content related to the care of the home. |
| SHOPPING GOODS | a) Products that the consumer buys infrequently and usually in an outlet, not a neighborhood store, and they are selected after comparing price, style and quality.<br>b) Those consumer goods for which a person compares styles, quality and prices. |
| SHORT RATE | a) The difference between the low contract rate for a planned advertising campaign and the higher rate actually earned on space or time used that is less than that contracted for by an advertiser.<br>b) The difference between the rate earned and the rate contracted for by an advertiser who fails to fulfill the lineage requirements of his contract. |
| SIGNATURE | a) The name of the advertiser.<br>b) Same. |

SATURATION

SCHEDULE

SCREEN

SELF-LIQUIDATING PREMIUM

SHARE OF AUDIENCE

SHELTER PUBLICATION

SHOPPING GOODS

SHORT RATE

SIGNATURE

a) PRIMARY
b) SECONDARY

SILK SCREEN

a) A printing process in which a stenciled design is applied to a screen of silk or organdy. A squeegee forces paint or ink through the mesh of the screen to the paper directly beneath.
b) Method of printing with a color paste through a stencil.

SLOGAN

a) A brief, strikingly phrased idea used repeatedly by a company or organization to aid in the formulation of its image.
b) Catching advertising phrase.

SNIPE

a) A copy strip added over a poster advertisement.
b) Same.

SPACE

a) That part of a printed medium in which advertisements are placed.
b) Same.

SPACE BUYER

a) The official of an advertising agency responsible for the selection of printed media for the agency's clients.
b) An individual who buys space in newspapers for an agency.

SPACE DISCOUNT

a) A discount given by a publisher for the lineage an advertiser uses.
b) Discount for use of quantity of space.

SPIRAL

a) The advertising evolution through which a product passes in its acceptance by the public.
b) Stages a product passes through.

SPLIT RUN

a) A method of testing the relative value of two advertisements by running each in one-half of all copies of a newspaper or magazine issue.
b) Technique to measure the relative strength of different copy approaches.

SPONSOR

a) The firm or individual that pays for talent and broadcasting station time for a radio feature; the advertiser on the air.
b) Pays for the ad.

SPOT

a) In relation to time buying, the purchase of time on a market-by-market non-network basis for spot announcements, local live programs, or for a syndicated film program.
b) Broadcast time usually on a local basis.

SILK SCREEN

SLOGAN

SNIPE

SPACE

SPACE BUYER

SPACE DISCOUNT

SPIRAL

SPLIT RUN

SPONSOR

SPOT

a) PRIMARY
b) SECONDARY

SPOT TELEVISION
a) A program issued directly from a station in behalf of a national advertiser.
b) Same.

SPREAD
a) Two facing pages, a double-page advertisement
b) Same.

STAGGERED SCHEDULE
a) A schedule of space to be used in two or more periodicals, arranged so that the insertions alternate.
b) Alternating the appearance of ads in magazines.

STORECASTING
a) The broadcasting of radio programs and commercials in stores ususally supermarkets.
b) Same.

STORYBOARD
a) Drawings of the scenes of a television commercial accompanied by scene-by-scene instructions and the commercial copy.
b) Same.

SUPERIMPOSE
a) To impose, place, or set on something else.
b) Imposition of a name or title over another shot.

TABLOID
a) A newspaper, about one half the ordinary page size, emphasizing pictures and concise writing.
b) Newspaper about half the page size of the standard newspaper.

TEAR SHEETS
a) A page featuring an advertiser's insertion sent to him for checking.
b) Copies of advertisements torn from newspapers.

TEASER
a) In any medium, curiosity-provoking advertisements which precede the major campaign.
b) Small suggestive ads that precede the campaign.

TILL FORBID
a) Instructions to publisher meaning: "Continue running this advertisement until instructions are issued to the contrary."
b) Continue to run this ad.

TIME BUYER
a) The official of an advertising agency responsible for making the proper selection of radio or television coverage for the agency's clients.
b) One who buys broadcast time for an agency.

TIME DISCOUNT
a) A discount given to an advertiser for the frequency or regularity with which he inserts his advertisements.
b) Same.

SPOT TELEVISION

SPREAD

STAGGERED SCHEDULE

STORECASTING

STORYBOARD

SUPERIMPOSE

TABLOID

TEAR SHEETS

TEASER

TILL FORBID

TIME BUYER

TIME DISCOUNT

a) PRIMARY
b) SECONDARY

| | |
|---|---|
| TRADE ADVERTISING | a) Advertising directed to the wholesale or retail merchants or sales agencies through whom the product is sold.<br>b) Advertisement directed to those in the industry who actually sell the product. |
| TRADEMARK | a) The name, symbol, figure, letter, word, or mark adopted and used by a manufacturer or merchant in order to designate the goods he manufactures or sells, and to distinguish them from those manufactured or sold by others. Any mark entitled to registration under the provisions of a statute is a trademark.<br>b) Device or word that identifies the origin of a product. |
| TRAFFIC AUDIT BUREAU | a) An organization designed to investigate how many people pass and may see a given outdoor sign, to establish a method of evaluating traffic and measuring a market.<br>b) Same. |
| TRU-LINE | a) The rate per million circulation of a newspaper within a trading area (excluding outside trading area).<br>b) The agate-line rate times 1,000,000 circulation divided by the retail trading zone circulation. |
| TYPE-FACE | a) The design and style of a type letter.<br>b) Same. |
| TYPOGRAPHY | a) The art or process of printing with types.<br>b) Same. |
| UNITY | a) State or fact of being one; oneness.<br>b) Same. |
| VIDEO-TELEVISION | a) Pertaining to or employed in the transmission or reception of a television image.<br>b) The visual reproduction. |
| ZOOMING | a) The effect in television of having a subject suddenly grow bigger on the screen, like the locomotive of a train rushing right at you.<br>b) Through the use of cameras, enhance a subject from large to small. |

TRADE ADVERTISING

TRADEMARK

TRAFFIC AUDIT BUREAU

TRU-LINE

TYPE-FACE

TYPOGRAPHY

UNITY

VIDEO-TELEVISION

ZOOMING

CLUSTER WORDS

Across the Board _____

_____

Adequacy of Research _____

_____

Advertisement Campaign _____

_____

Advertisement Depth _____

_____

Advertisement Objectives _____

_____

Advertisement Research _____

_____

Advertisement Width _____

_____

Advertising Agency _____

_____

Advertising Budget _____

_____

Advertising Campaign _____

_____

Advertising Caption_____

_____

Advertising Composition_____

_____

Advertising Costs_____

_____

Advertising Director_____

_____

Advertising Effectiveness_____

_____

Advertising Layout_____

_____

Advertising Production Dept._____

_____

Advertising Schedule_____

_____

Agency Billing_____

_____

Agency Commission_____

_____

Alternate Sponsorship_____

_____

American Assn. of Advt. Agencies

Animated Commercial

Analysis of Demand

Analysis of Territory

Anticipated Sales

Antique-Finish Paper

Appropriateness of Research

Artist's Medium

Artist's Sketch

Audience Composition

Audience Flow

Audience Profile

Audience Rationale

Audience Turnover

Audit Bureau of Circulations

Average Exposure

Back-to-Back

Binary Colors

Black and White

Blanket Coverage

Block

Body Type

Boldface Type

Bond Paper

Brand Name

Call Letters

Campaign Objectives

Campaign Strategy

Car Card

Carter

Cash Discount

Casting Off

Center Spread

Checking Copy

Choice of Distribution Channels

Class Magazines

Classes of Time

Classified Advertising

Clear Time

Closed Circuit

Closing Date

Coated Paper

Color Charge

Color Separation

Combination Rate

Commission Basis

Complimentary Colors

Competitive Stage

Consumer Advertising

Consumer Goods

Consumer Panel

Consumer Profile

Consumption Patterns

Contiquity Rate

Contract Year

Contrast of Color

Contrast of Direction

Contrast of Shape

Contrast of Size

Controlled Circulation

Convenience Goods

Cooperative Advertising

Copy Platform

Copy Slant

Copy Strategy

Corporate Image

Corporation Objectives_____

_____

Cost per Thousand Commercial_____

_____

Cost per Thousand Homes_____

_____

Cost per Thousand Viewers_____

_____

Cover Stock_____

_____

Cropping a Photograph_____

_____

Cumulative Audience_____

_____

Deadline_____

_____

Dealer Imprint_____

_____

Dealer Tie-In_____

_____

Decorative Design_____

_____

Demand Analysis

Demographic Profile

Depth of Columns

Depth Interview

Diary Method

Direct Advertisement

Direct Advertising

Direct-Mail Advertisement

Direct-Mail Advertising

Direct Process

Display Advertisement

Display Advertising_____

_____

Double Spread_____

_____

Dubbing In_____

_____

Duplicate Plates_____

_____

Economic Status_____

_____

Economical Advantages_____

_____

Editorial Content_____

_____

E. D. Newspaper Insertion-Order; Instruction, to be run everyday_____

_____

Effective Circulation (outdoor)_____

_____

Emotional Approach_____

_____

Employment Application_____

_____

Extended Cover

Factual Approach

Family of Type

Farm Publication

Federal Communication Commission

Feminine Approach

Firm Order

First Cover

First Month Preceding

Fixing Sales Potential

Flat Bed

Formal Balance

Four-Color Process

Fourth Cover

Free Lance

Frequency Discount

Frequency Modulation

Fringe Time

Full Position

Full Showing

General Magazine

Geographic Flexibility

Gross Billing

Gross Rate

Gutter Position

Half Run

Half Showing

Hand Composition

Hand Lettering

Head-On Position

Horizontal Publications

House Agency

House Organ

Human Behavior

Identification Announcement

Impulse Buying

Individual Location

Industrial Advertising

Industrial Goods

Informal Balance

Inherited Audience

Insertion Order

Institutional Advertisement

Intaglio Printing

Integrated Commercials

Island Display

Island Position

Job Ticket

Junior Panel

Junior Unit

Keying an Advertisement

Last Years Sales

Layout Design

Layout Equipment

Line Drawing

Line Plate

List Broker

Listening Area

Local Advertisement

Local Advertising

Local Program

Local Rate

Machine-Finish Paper

Magazine Insertion

Magazine Supplement

Mail Order Advertisement

Mail Order Insertion

Make-Up of a Page

Make-Up Restrictions

Manufacturer's Representative

Market Analysis

Market Index

Market Pattern

Market Potential

Market Profile

Market Research

Marketing Audit

Marketing Concept _____

_____

Marketing Distribution _____

_____

Marketing Mix _____

_____

Marketing Plan _____

_____

Marketing Research _____

_____

Marketing Strategy _____

_____

Mass Audience _____

_____

Mass Communication _____

_____

Mass Magazine _____

_____

Mass Production _____

_____

Mat Services _____

_____

Mechanical Requirements

Media Mix Rural

Media Mix Urban

Media Mix Suburban

Media Mix Dimension

Media Mix Statistics

Media Mix Income

Media Rationale

Media Schedule

Media Strategy

Merchandising an Ad

Milline Rate

Motivation Research

Narrative Copy

National Advertising

National Plan

National Spot Television

Neighborhood Showing

Net Audience

Net Unduplicated Audience

Net Weekly Audience

Newspaper Insertion

Newspaper Syndicate

Next-to-Reading Matter

Nielsen Average-Audience Rating

Nielsen Rating

Nonstructured Interview

Objective and Task Method

One-Time Rate

One-Way Screen

Open End

Open Rate

Outdoor Advertising

Overlapping Circulation _____

_____

Package Analysis _____

_____

Package Inclosure _____

_____

Package Plan Discount _____

_____

Page Proof _____

_____

Painted Display _____

_____

Paired Comparison _____

_____

Panel _____

_____

Participating Program _____

_____

Participating Sponsor _____

_____

Pass Along Readers _____

_____

Pioneer Stage

Plant Operator

Point of Purchase Display

Poster Panel

Poster Showing

Posting Date

Posting Leeway

Pre-empt Time

Preferred Position

Preferred Position Rate

Press Run

Primary Audience _____

_____

Primary Circulation _____

_____

Primary Colors _____

_____

Primary Coverage _____

_____

Primary Households _____

_____

Primary Readership _____

_____

Prime Time _____

_____

Principal Register _____

_____

Printer's Ink Model Statute _____

_____

Process Plates _____

_____

Product Analysis _____

_____

Product Demonstration _____

_____

Product Protection _____

_____

Production Department _____

_____

Professional Advertising _____

_____

Program Profile _____

_____

Program Rating _____

_____

Promotional Advertisement _____

_____

Publicity _____

_____

Publisher's Rate Cards _____

_____

Publisher's Statement _____

_____

Pyramid Page Makeup _____

_____

Quantity Discount_____

_____

Quarter Showing_____

_____

Radio Advertisement_____

_____

Radio Commercial_____

_____

Random Sample_____

_____

Rate Book_____

_____

Rate Card_____

_____

Reading Notices_____

_____

Recognized Agency_____

_____

Regional Campaign_____

_____

Regional Plan_____

_____

Register Marks

Reminder Advertisement

Retail Advertising

Retail Store

Retail Trading Zone

Retentive Stage

Riding a Showing

Roman Type

R.O.P.

Run of Press Position

Saddle Stitching

Sales Demonstration _____

_____

Sales Promotion _____

_____

Sales Territory _____

_____

Scaling Down _____

_____

Second Cover _____

_____

Secondary Audience _____

_____

Selective Plan _____

_____

Self-Liquidating Premium _____

_____

Share of Audience _____

_____

Shelter Publication _____

_____

Shopping Events _____

_____

Shopping Goods

Shopping Patterns

Short Rate

Side Position

Silhouette Halftone

Silk Screen

Sound Effects

Space Buyer

Space Contract

Space Discount

Space Schedule

Spending and Saving Patterns

Split Run

Spot Radio

Spot Television

Spot Television & Radio Advertisement

Staggered Schedule

Standby Space

Statement of Objectives

Station Break

Station Image

Station Representative

Structural Design

Tear Sheets

Television Commercial

Third Cover

Time Buyer

Time Contract

Time Discount

To Fill

Total Circulation

Total Readership

Trade Advertisement

Trade Advertising

Trade Character

Trade Name

Traffic Audit

Traffic Bureau

Traffic Count

Traffic Department

Traffic Flow

Traffic Flow Map

Traffic Pattern

Transit Radio

Transmittal Letter

Traveling Display

Trimmed Flush

Type Face

Type Page

Vertical Publication

Video Tape

Video-Tape Recording

Voice-Over Announcer

Volume Discount

Wait Order

Wash Drawing_____

_____

Waste Circulation_____

_____

Window Display_____

_____

Window Envelope_____

_____

NEED TO KNOW WORDS

AIDCA

Attitude

Audimeter

Beauty

Benday

Bleed

Booklet

Border

Broadside

Catalog

Circulars

Comparison

Copy

Co-sponsoring

Creative

Culture

Dependent

Expenditure

Exposure

Folders

Frame

Gatefold

Harmony

Hitchhiker

Issue

Lead-Out

Letterpress

Masthead

Order

Photograph

Plant

Point

Predate

Presentation _____

_____

Psychological _____

_____

Rate-Holder _____

_____

Rating _____

_____

Region _____

_____

Research _____

_____

Resume _____

_____

Schedule _____

_____

Self-Mailer _____

_____

Sheet _____

_____

Showing _____

_____

Spectaculars _____

_____

Stimulus _____

_____

Telecast _____

_____

Thumbnail _____

_____

Tradepaper _____

_____